

## INVOICE



**WXII**  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**Main: (336)721-9944**  
**Billing: (410)338-6432**

www.wxii12.com

Billing Address:

**Greer Margolis Mitchell Burns**  
**Attention: Accounts Payable**  
**1010 Wisconsin Ave, Suite 800**  
**Washington, DC 20007**

Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

Invoice #	Invoice Date	Invoice Month	Invoice Period
938082-1	09/09/12	September 2012	08/27/12 - 09/03/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Obama/D/President	SKED A	1523

Flight Dates	Order #	Alt Order #
08/28/12 - 09/03/12	938082	07893645

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/28/12	08/31/12	NBC Today Show	7-9am	-TWTF--	:30	3	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -TWTF-- 3 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII W 08/29/12 8:29 AM NBC Today Show 7-9am :30 OFA12G102H \$800.00 NM 2 WXII Th 08/30/12 8:49 AM NBC Today Show 7-9am :30 OFA12A093H \$800.00 NM 3 WXII F 08/31/12 8:36 AM NBC Today Show 7-9am :30 OFA12A093H \$800.00 NM									
2	08/28/12	08/31/12	M-F WXII News @ 430a	430a-5a	-TWTF--	:30	2	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -TWTF-- 2 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII Tu 08/28/12 4:39 AM M-F WXII News @ 430a 430a-5a :30 OFA12G102H \$50.00 NM 1 WXII W 08/29/12 4:54 AM M-F WXII News @ 430a 430a-5a :30 OFA12G102H \$50.00 NM									
3	09/02/12	09/02/12	NBC Sunday Today	8-9am	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 09/02/12 8:23 AM NBC Sunday Today 8-9am :30 OFA12A093H \$600.00 NM									
4	08/28/12	08/31/12	Live with Regis & Kelly	9-10AM	-TWTF--	:30	4	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -TWTF-- 4 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII Tu 08/28/12 9:23 AM Live with Regis & Kelly 9-10AM :30 OFA12A093H \$250.00 NM 1 WXII W 08/29/12 9:32 AM Live with Regis & Kelly 9-10AM :30 OFA12A093H \$250.00 NM 3 WXII Th 08/30/12 9:42 AM Live with Regis & Kelly 9-10AM :30 OFA12G102H \$250.00 NM 4 WXII F 08/31/12 9:49 AM Live with Regis & Kelly 9-10AM :30 OFA12G102H \$250.00 NM									
5	08/28/12	08/31/12	NBC Today Show II	10A-12N	-TWTF--	:30	4	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -TWTF-- 4 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/28/12 10:57 AM NBC Today Show II 10A-12N :30 OFA12G102H \$100.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

## INVOICE



Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

Invoice #	Invoice Date	Invoice Month	Invoice Period
938082-1	09/09/12	September 2012	08/27/12 - 09/03/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A	1523	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																			
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6	08/28/12	08/31/12	M-F WXII 12 News @ No 12-1pm		-TWTF--	:30	4	\$250.00	NM																																																																			
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9	08/28/12	08/31/12	ANDERSON COOPER	2-3P	-TWTF--	:30	4	\$100.00	NM																																																																			
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1	WXII	F	08/31/12	3:26 PM	M-F 3-4P	M-F 3-4P	:30	OFA12G102H	\$250.00	NM																																																																		
11	08/28/12	08/31/12	M-F WXII 12 News @ 5 p5-6pm		-TWTF--	:30	4	\$600.00	NM																																																																			
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>08/27/12</td><td>09/02/12</td><td>-TWTF--</td><td>4</td><td>\$600.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>2</td><td>WXII</td><td>Tu</td><td>08/28/12</td><td>5:42 PM</td><td>M-F WXII 12 News @ 5 pm</td><td>5-6pm</td><td>:30</td><td>OFA12A093H</td><td>\$600.00</td><td>NM</td></tr><tr><td>1</td><td>WXII</td><td>W</td><td>08/29/12</td><td>5:38 PM</td><td>M-F WXII 12 News @ 5 pm</td><td>5-6pm</td><td>:30</td><td>OFA12G102H</td><td>\$600.00</td><td>NM</td></tr><tr><td>4</td><td>WXII</td><td>Th</td><td>08/30/12</td><td>5:42 PM</td><td>M-F WXII 12 News @ 5 pm</td><td>5-6pm</td><td>:30</td><td>OFA12A093H</td><td>\$600.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		08/27/12	09/02/12	-TWTF--	4	\$600.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WXII	Tu	08/28/12	5:42 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	OFA12A093H	\$600.00	NM	1	WXII	W	08/29/12	5:38 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	OFA12G102H	\$600.00	NM	4	WXII	Th	08/30/12	5:42 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	OFA12A093H	\$600.00	NM											
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	08/27/12	09/02/12	-TWTF--	4	\$600.00																																																																							
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2	WXII	Tu	08/28/12	5:42 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	OFA12A093H	\$600.00	NM																																																																		
1	WXII	W	08/29/12	5:38 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	OFA12G102H	\$600.00	NM																																																																		
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## INVOICE



Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

Invoice #	Invoice Date	Invoice Month	Invoice Period
938082-1	09/09/12	September 2012	08/27/12 - 09/03/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A	1523	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	08/28/12	08/31/12	M-F WXII 12 News @ 5 p5-6pm		-TWTF--	:30	4	\$600.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WXII F 08/31/12 5:13 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12A093H \$600.00 NM									
12	09/03/12	09/03/12	M-F WXII 12 News @ 5 p5-6pm		M-----	:30	1	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 M----- 1 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 09/03/12 M-F WXII 12 News @ 5 pm 5-6pm :00 <del>\$600.00</del> NM Credited									
13	08/28/12	08/31/12	M-F WXII 12 News @ 6 p6-630pm		-TWTF--	:30	4	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -TWTF-- 4 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/28/12 6:22 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12G102H \$800.00 NM 2 WXII W 08/29/12 6:14 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12A093H \$800.00 NM 3 WXII Th 08/30/12 6:14 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12G102H \$800.00 NM 4 WXII F 08/31/12 6:21 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12G102H \$800.00 NM									
14	09/03/12	09/03/12	M-F WXII 12 News @ 6 p6-630pm		M-----	:30	1	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 M----- 1 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 09/03/12 6:22 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12A093H \$800.00 NM									
15	09/01/12	09/01/12	Sa WXII 12 News @ 6 pm6-630pm;		-----S-	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -----S- 1 \$400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 09/01/12 6:20 PM Sa WXII 12 News @ 6 pm 6-630pm; :30 OFA12A093H \$400.00 NM									
16	09/02/12	09/02/12	Su WXII 12 News @ 6 pm6-630pm		-----S	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -----S 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 09/02/12 6:23 PM Su WXII 12 News @ 6 pm 6-630pm :30 OFA12G102H \$500.00 NM									
17	08/28/12	08/31/12	Inside Edition	7-730pm	-TWTF--	:30	3	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -TWTF-- 3 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII W 08/29/12 7:13 PM Inside Edition 7-730pm :30 OFA12G102H \$800.00 NM 2 WXII Th 08/30/12 7:22 PM Inside Edition 7-730pm :30 OFA12G102H \$800.00 NM 3 WXII F 08/31/12 7:15 PM Inside Edition 7-730pm :30 OFA12G102H \$800.00 NM									
18	08/28/12	08/31/12	Entertainment Tonight	730-8pm	-TWTF--	:30	4	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 -TWTF-- 4 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/28/12 7:40 PM Entertainment Tonight 730-8pm :30 OFA12G102H \$600.00 NM 3 WXII W 08/29/12 7:56 PM Entertainment Tonight 730-8pm :30 OFA12G102H \$600.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
938082-1	09/09/12	September 2012	08/27/12 - 09/03/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A	1523	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																								
18	08/28/12	08/31/12	Entertainment Tonight	730-8pm	-TWTF--	:30	4	\$600.00	NM																																																								
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2	WXII	F	08/31/12	7:40 PM	Entertainment Tonight	730-8pm	:30	OFA12G102H	\$600.00	NM																																																							
19	09/01/12	09/01/12	Entertainment This Week 7-8pm		-----S-	:30	1	\$300.00	NM																																																								
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>08/27/12</td><td>09/02/12</td><td>-----S-</td><td>1</td><td>\$300.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WXII</td><td>Sa</td><td>09/01/12</td><td>7:34 PM</td><td>Entertainment This Week</td><td>7-8pm</td><td>:30</td><td>OFA12G102H</td><td>\$300.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		08/27/12	09/02/12	-----S-	1	\$300.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WXII	Sa	09/01/12	7:34 PM	Entertainment This Week	7-8pm	:30	OFA12G102H	\$300.00	NM																						
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20	08/28/12	08/28/12	AGT	8-10P	-T-----	:30	1	\$2,800.00	NM																																																								
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1	WXII	Tu	08/28/12	9:40 PM	AGT	8-10P	:30	OFA12A093H	\$2,800.00	NM																																																							
21	08/28/12	09/02/12	M-Su WXII 12 News @ 11-1135pm		-TWTFSS	:30	3	\$800.00	NM																																																								
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>08/27/12</td><td>09/02/12</td><td>-TWTFSS</td><td>3</td><td>\$800.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WXII</td><td>Tu</td><td>08/28/12</td><td>11:23 PM</td><td>M-Su WXII 12 News @ 11 pm</td><td>11-1135pm</td><td>:30</td><td>OFA12G102H</td><td>\$800.00</td><td>NM</td></tr><tr><td>3</td><td>WXII</td><td>W</td><td>08/29/12</td><td>11:24 PM</td><td>M-Su WXII 12 News @ 11 pm</td><td>11-1135pm</td><td>:30</td><td>OFA12G102H</td><td>\$800.00</td><td>NM</td></tr><tr><td>2</td><td>WXII</td><td>Sa</td><td>09/01/12</td><td>11:22 PM</td><td>M-Su WXII 12 News @ 11 pm</td><td>11-1135pm</td><td>:30</td><td>OFA12G102H</td><td>\$800.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		08/27/12	09/02/12	-TWTFSS	3	\$800.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WXII	Tu	08/28/12	11:23 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	OFA12G102H	\$800.00	NM	3	WXII	W	08/29/12	11:24 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	OFA12G102H	\$800.00	NM	2	WXII	Sa	09/01/12	11:22 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	OFA12G102H	\$800.00	NM
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3	WXII	W	08/29/12	11:24 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	OFA12G102H	\$800.00	NM																																																							
2	WXII	Sa	09/01/12	11:22 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	OFA12G102H	\$800.00	NM																																																							
Total Spots							51																																																										

## Payment Terms 30 Days

<u>Gross Total</u>	\$25,050.00
<u>Agency Commission</u>	\$3,757.50
<u>Net Amount Due</u>	\$21,292.50